

Internet Strategy: Using the Internet to subvert Proprietary Services

Brewster Kahle
Sept 1, 1995
DRAFT presentation

Current Online Services

IPs



IPs



IPs



Prodigy Compuserve MSN

◊ Proprietary and Exclusive

Old Strategy: Window on the Net

IPs IPs IPs

Internet

Internet

Internet

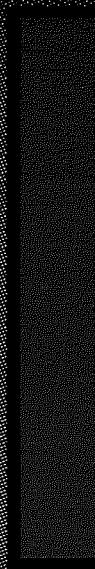
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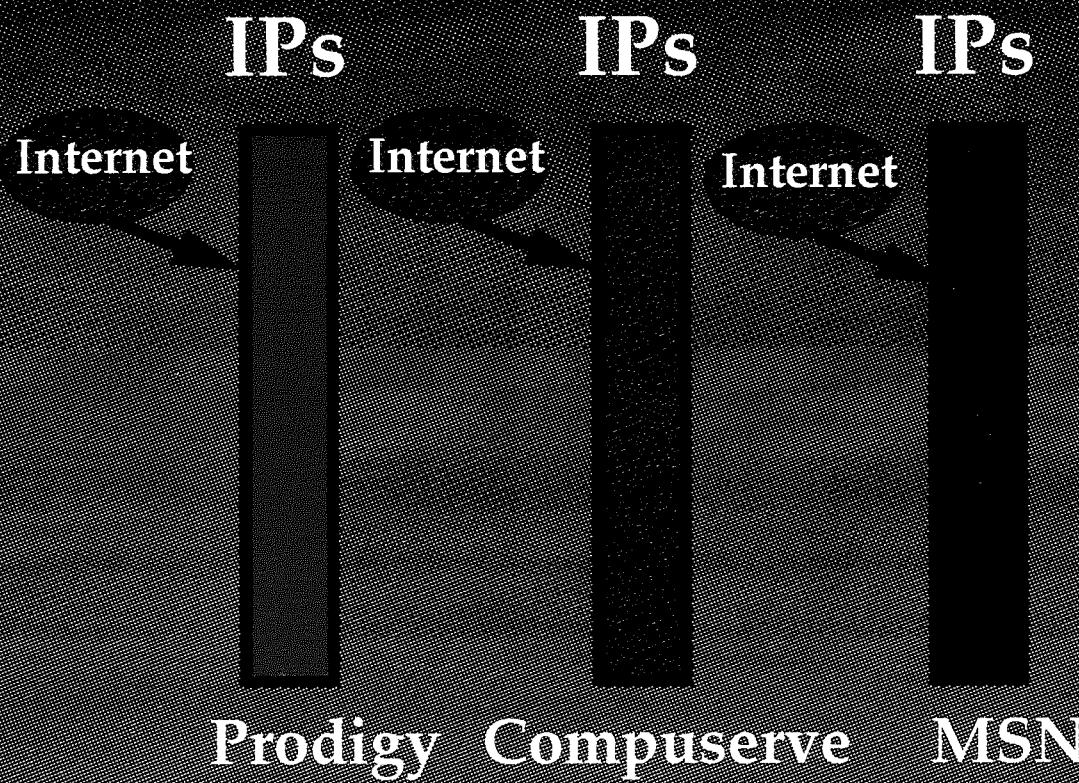
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Old Strategy: Window on the Net



AOL Integrates with the Net

IPs IPs IPs

Internet

Web, Email, News, Gopher, WAIS

AOL users

AOL as Driver of the Net

IPs

IPs

IPs

Publishing

Billing

Security

Browser

Transport

Strategic
Acquisitions:

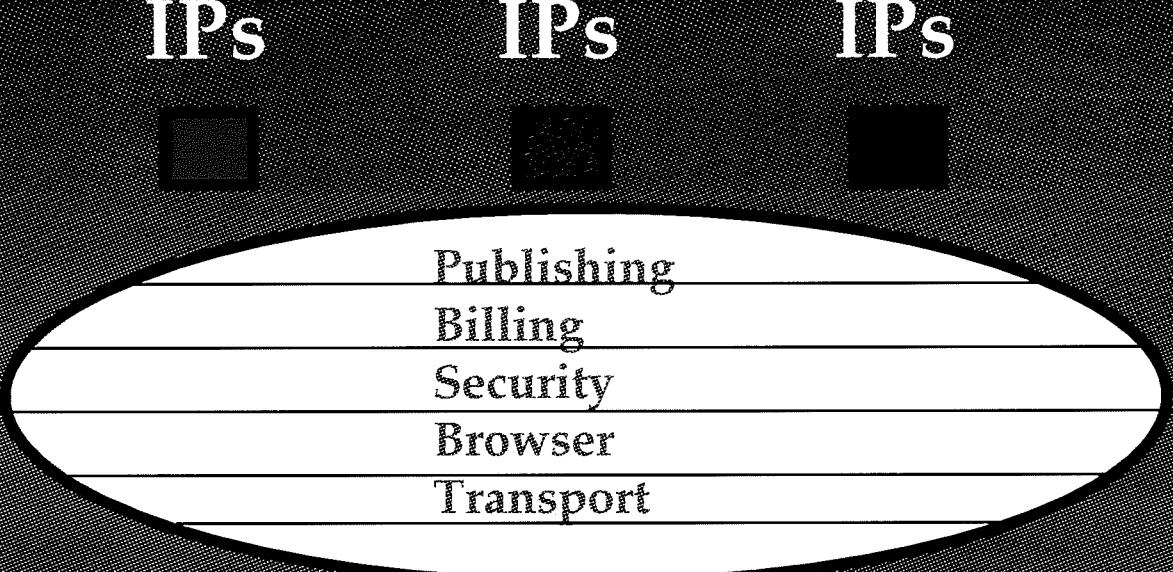
WAIS Inc

Terisa
Booklink
ANS

AOL users

◊ Open Systems can be Shaped

Forces Others to the Open Platform



AOL users MSN users ??? users

- ◊ AOL Programming Adds Value
- ◊ IPs get maximum distribution

CNN Publishing

Content is ready. Select publishing actions:

- Secure the Content
- Set up Billing for all media outlets
- Mirror digital copy on AOL Site
- Publish to the World
- Advertise the Content online
- Sell advertising space within

Payoffs in Driving the Net

- ◊ Pushing standards decreases Time to Market
- ◊ We take the moral high ground (Openness)
- ◊ We force our competitors to bring their content into the open

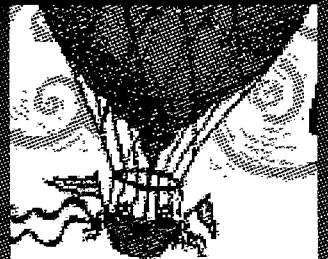
When will Open win over Proprietary? Milestones to watch for:

- ◊ Microsoft announcing it will open MSN modules
- ◊ Microsoft actually opens MSN modules
- ◊ Open systems companies get funded
- ◊ Open systems companies band together
- ◊ Analysts/Wall Street focus on these Open Systems companies

Strategic Actions for AOL

- ◊ Push GNN Service
- ◊ Use GNN to builds open Internet infrastructure. E.g.:
 - ◊ Content Aggregation
 - ◊ Billing Services
 - ◊ Game Hosting and ticketing
- ◊ Push Open Standards aggressively

My Plans for GNN



- ◊ Oct 1 1995: Financial and Technical Plan
- ◊ Oct 7 1995: Plan Funded
- ◊ Oct 10 1995: GNN Initial Service Launched
- ◊ Jan 1 1996: Core team built with partnerships throughout AOL
- ◊ Mar 1 1996: Launch next generation Web Searcher
- ◊ ...

What I need now

- ◊ Ok to do my plan
- ◊ Suspend dismanteling of WAIS Inc
- ◊ Need support from you guys to talk with your people
- ◊ Need to talk out-of-house about this
- ◊ Not to be surprised when it will take ~100 people to realize the plan